ORDER

KOB

Orders

Order / Rev:	**169485**		
Alt Order #:			
Product Desc:	Martin Heinrich 10/26-11/6 Additional Or		
Estimate:	12905		KOB
Flight Dates:	10/29/12 - 11/06/12	Primary AE:	Olivia Lawrence
Original Date / Rev:	10/30/12 / 10/30/12	Sales Office:	KOB
Order Type:	GENERAL	Sales Region:	Local

Agency

Name:	**Media Strategies & Research**		
Buying Contact:	Suzanne Lorimer	Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	1580 Lincoln St Ste 510	Billing Cycle:	EOM/EOC
	Denver, CO 80203-1507	Agency Commission:	15%

Advertiser

Name:	**Heinrich for Senate**		
Demographic:	A35+	New Business Thru:	05/05/09
Product Codes:	PL1	Order Separation:	00:15:00
Priority:	99	Advertiser External ID:	
Revenue Codes:	AGY, POL, CAND	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	11	$3,405.00	$2,894.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	11	$3,405.00	$2,894.25	0.00
Totals	11	$3,405.00	$2,894.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

Order Share	Share	Total
KOB	26%	$3,405.00
Market	100%	$13,096.15

Competitive Share	Share	Total
CABLE	0%	$0.00
KAPX	0%	$0.00
KASA	9%	$1,178.65
KASY	0%	$0.00
KAZQ	0%	$0.00
KBEI	0%	$0.00
KBIM	0%	$0.00
KCHF	0%	$0.00
KENW	0%	$0.00
KHFT	0%	$0.00
KKTO	0%	$0.00
KLUZ	0%	$0.00
KNAT	0%	$0.00
KNME	0%	$0.00
KOAT	29%	$3,797.88
KOBF	0%	$0.00
KOBR	0%	$0.00
KOCT	0%	$0.00
KOFT	0%	$0.00
KOVT	0%	$0.00

KREZ	0%	$0.00
KRPV	0%	$0.00
KRQE	36%	$4,714.62
KUPT	0%	$0.00
KWBQ	0%	$0.00
UNKWN	0%	$0.00

Order / Rev: 169485
Alt Order #:
Flight Dates: 10/29/12 - 11/06/12

Advertiser: Heinrich for Senate
Product Desc: Martin Heinrich 10/26-11/6 Additional Or
Estimate: 12905

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	10/29/12	11/06/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a	MTWTF--	:30	1	$175.00	3	0.00	NM	3	$525.00
2	All	11/05/12	11/06/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a	-T-----	:30	1	$300.00	3	0.00	NM	1	$300.00
3	All	10/29/12	11/04/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	M------	:30	1	$425.00	3	0.00	NM	1	$425.00
4	All	11/05/12	11/06/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	M------	:30	1	$125.00	4	0.00	NM	1	$125.00
5	All	10/29/12	11/04/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	----F--	:30	1	$425.00	3	0.00	NM	1	$425.00
6	All	11/05/12	11/06/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	M------	:30	1	$400.00	4	0.00	NM	1	$400.00
N 7	All	10/29/12	11/04/12	Wednesday Prime B Wednesday Prime B	CM	W 8p-9p	--W----	:30	1	$550.00	6	0.00	NM	0	$0.00
8	All	10/29/12	11/04/12	Friday Prime B Friday Prime B	CM	F 8p-9p	----F--	:30	1	$600.00	4	0.00	NM	1	$600.00
9	All	11/05/12	11/06/12	Access Hollywood Late PM Access Hollywood Late PM	CM	M-Th 1135p-1207a	M------	:30	1	$55.00	6	0.00	NM	1	$55.00
N 10	All	10/29/12	11/04/12	Thursday Prime C Thursday Prime C	CM	Th 9p-10p	---T---	:30	1	$550.00	6	0.00	NM	1	$550.00

Weekly detail:

Ln		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
1	Week:	10/29/12	11/04/12	---T---	1	$175.00	0.00
1	Week:	11/05/12	11/11/12	MT-----	2	$175.00	0.00
2	Week:	11/05/12	11/11/12	-T-----	1	$300.00	0.00
3	Week:	10/29/12	11/04/12	M------	1	$425.00	0.00
4	Week:	11/05/12	11/11/12	M------	1	$125.00	0.00
5	Week:	10/29/12	11/04/12	----F--	1	$425.00	0.00
6	Week:	11/05/12	11/11/12	M------	1	$400.00	0.00
7	Week:	10/29/12	11/04/12	--W----	1	$550.00	0.00
8	Week:	10/29/12	11/04/12	----F--	1	$600.00	0.00
9	Week:	11/05/12	11/11/12	M------	1	$55.00	0.00
10	Week:	10/29/12	11/04/12	---T---	1	$550.00	0.00

Line 7 spot detail:

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	*All*	*10/29/12-11/04/12*	*Wednesday Prime B*	W 8p-9p	--W-------	*:30*	*~~($550.00)~~*	0.00	*NM*

Credited
[Time Period is not available]

*Tax 1 Note: ABQ 7%.

Totals 11 $3,405.00